

June 2010

Digital Trends Summer - UK

As the UK moves back towards economic recovery after the downturn, Mintel looks at how the online marketplace is changing, analysing the sites UK internet users browse and use to shop. In many ways, this is likely to be invigorated by the new 'must have' gadgets that have recently launched ...

Internet TV - UK

- PCs and laptops dominate as the preferred medium for watching internet TV, by 83% of viewers. However, usage is likely to migrate away from computers to living room sets with the launch of Project Canvas and Google TV in 2011.
- A quarter of internet TV viewers say the size of ...

May 2010

Old vs Young on the Net - UK

- Over the past five years, internet penetration among over-65 year-olds has doubled to two in five in this age group. Take-up among those aged 55-64 is higher still, and both continue to grow.
- Over-55 year-olds demonstrate having a below-average number of technology-related devices in the home. However those aged 45-54 ...

April 2010

Social Networking - UK

Social networks have managed to avoid the impact of saturation in their core, younger audience by successfully appealing to a wider audience base of older users. More than four million unique internet users aged over 55 visited Facebook in February 2010.

Fashion Online - UK

- The slowdown in online fashion sales is forecast to make itself felt in 2010, as growth slows to 8%, taking the market to £4.27 billion. This is the slowest rate of increase since Mintel started monitoring the online fashion market.
- The online fashion market has been driven above all ...